

Puligadda / Waisanen

Innovation Soup

A Recipe for Organizational Success

Not your average cookbook. This is a research-based recipe for innovation! This book is for anyone wanting to kick start innovation in their organization. It is ground-breaking in two ways: - It is based on data, combining empirical research, literature reviews, business cases, and interviews. - It tells a story of two friends in diametrically opposite business predicaments due to COVID. Their story is complex and layered, making for engaging reading. For too long, innovation culture has been amorphous. InnoQTM, built on years of rigorous research, breaks it into 11 dimensions that can be measured, tracked, and improved. We share real world data and examples showing the power of the 11 dimensions and provide concrete ways to improve on them. The pandemic has fundamentally changed the way organizations do business for the next many years—creating a culture of innovation is now more important than ever. This book is perfect for leaders, innovators, managers, and students.



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